

PAPER TRAIL

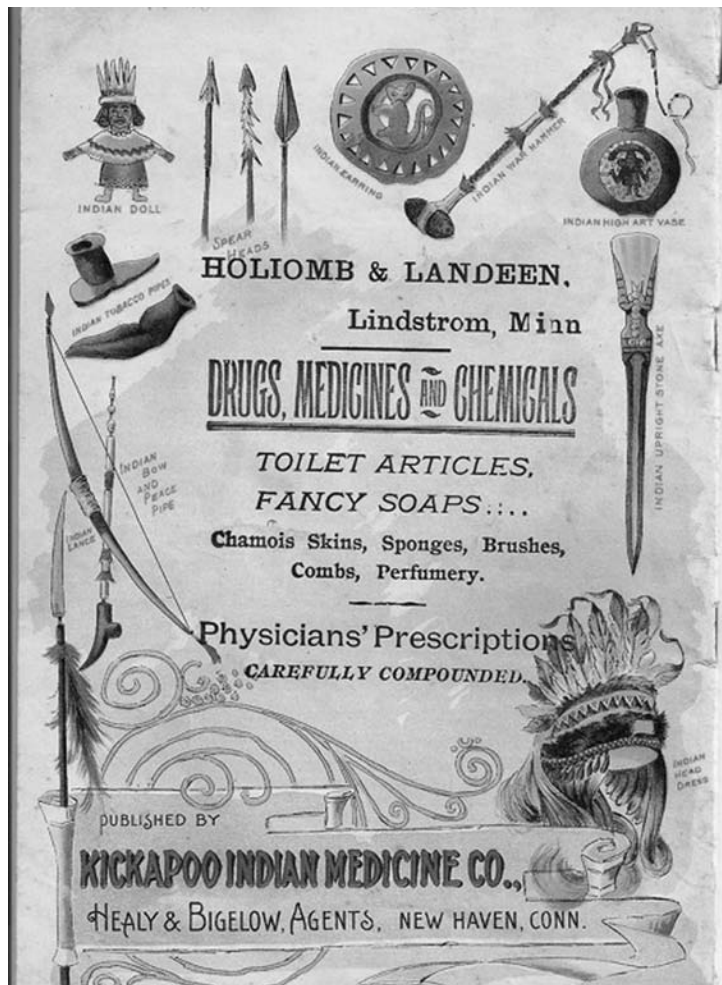
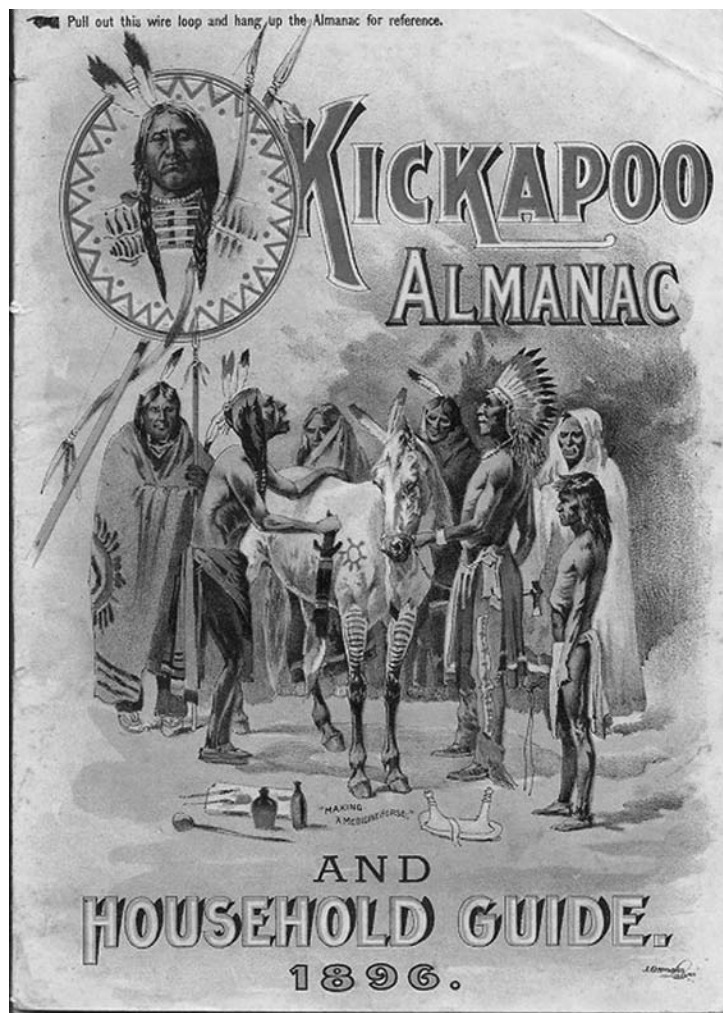
a feature showcasing the contributions
of "Bottles and Extras" readers

Edited by Steve Ketcham



Kickapoo Indian Medicine Company 1896 Almanac

Last month we viewed a few Kickapoo trade cards. This month let's take a quick look at another vehicle the Healy and Bigelow firm used to deliver its advertising. Pictured here are the front and back covers of what has to be one of the more colorful of the Kickapoo publications: the 1896 "Kickapoo Almanac and Household Guide." Among the products advertised inside are Kickapoo Indian Prairie Plant (The Famous Indian Female Herbal Remedy), The Kickapoo Indian Tape-Worm Secret Remedy, and of course Kickapoo Indian Sagwa. The usual collection of testimonials from satisfied customers are also found throughout the almanac. Our copy has a good part of the last inside page torn away, but just enough is present to tell us that the Kickapoo paper dolls, discussed in a previous *Paper Trail*, would be sent to any address for a couple of two cent stamps and one wrapper from any Kickapoo product. This last page also lists a number of other Kickapoo publications which could be had by sending the



firm enough stamps for mailing. Among the booklets offered were, "Life and Scenes Among the Indians," "Kickapoo Indian Dream Book," and "Kickapoo Indian Doctor." We'll have more Kickapoo fun in our next issue.

Patent Medicine Newspaper Ads

Nestled in the hills of southeastern Minnesota, the little town of Rushford was once serviced by *The Rushford Star* newspaper. We are not sure what the population might have been in Rushford in 1880, but by 1900 it was 1,062. Shown here are two ads published in the May 27, 1880 issue of *The Rushford Star*. It should be no surprise that the two-and-one-quarter-inch by three-inch Hostetter's Bitters ad makes the usual claims regarding the efficacy of that nostrum. The Dr. Clark Johnson Indian Blood Syrup ad fills an entire left-hand column of the newspaper, measuring two-and-one-quarter inches by nearly 20 inches. It contains the word cure at least 12 times, claiming the good doctor's medicine will

DR. CLARK JOHNSON'S INDIAN BLOOD SYRUP
Laboratory, 77 W. 3d St., New York City,
LATH OF JERSEY CITY.

OTHER DYSPEPSIA LIVER DISEASES

CURES FEVER AND AGUE, CURES SCROFULA AND SKIN DISEASES, CURES RHEUMATISM AND GOUT, CURES NERVOUS DEBILITY, CURES HEADACHE AND MIGRAINE, CURES CONSTIPATION AND BILIOUSNESS.

THE BEST REMEDY KNOWN TO MAN!

Dr. Clark Johnson having associated himself with Mr. Edwin Eastman, an escaped captive, long a slave to Wakamotkia, the medicine man of the Comanches, is now prepared to lend his aid in the introduction of the wonderful remedy of that tribe. The experience of Mr. Eastman being similar to that of Mrs. Chas. Jones and son, of Washington Co., Iowa, an account of whose sufferings were thrillingly narrated in the *New York Herald* of Dec. 15th, 1878, the facts of which are so widely known, and so nearly parallel, that but little mention of Mr. Eastman's experiences will be given here. They are, however, published in a neat volume of 300 pages, entitled, "Seven and Nine Years Among the Comanches and Apaches," of which mention will be made hereafter. Suffice it to say, that for several years, Mr. Eastman, while a captive, was compelled to gather the roots, gums, barks, herbs and berries of which Wakamotkia's medicine was made, and is still prepared to provide the SAME materials for the successful introduction of the medicine to the world; and assures the public that the remedy is the same now as when Wakamotkia compelled him to make it.

Wakamotkia, the Medicine Man
Nothing has been added to the medicine and nothing has been taken away. It is without doubt the BEST PURIFIER OF THE BLOOD AND MASTER OF THE SYRUP EVER KNOWN TO MAN.
The Syrup possesses varied properties.
It acts upon the Liver.
It acts upon the Kidneys.
It regulates the Bowels.
It purifies the Blood.
It cures the Nervous System.
It promotes Digestion.
It nourishes, strengthens and invigorates.
It carries off the old blood and makes new.
It opens the pores of the skin, and induces healthy perspiration.
It neutralizes the hereditary taint, or poison in the blood, which generates Scrofula, Syphilis, and other skin diseases.

OF MR. EDWIN EASTMAN
A CORRECT LIKENESS
AFTER BEING BRANDED BY THE INDIANS IN 1860.

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HOSTETTER'S CELEBRATED STOMACH BITTERS

Fortify the System.

And you are armed against disease. The finest tonic for this purpose is Hostetter's Stomach Bitters, which renders digestion easy and complete, counteracts biliousness, and keeps the bowels in order, and so genial and beneficent are its effects, that not only is the body invigorated and regulated by its use, but despondency banished from the mind.

For sale by all Druggists and Dealers generally.

cure everything from dyspepsia to coughs and colds. The ad also tells the story of one Edwin Eastman who spent nine years as a captive of Wakamotkia, a Comanche medicine man. Mr. Eastman eventually escaped and brought the Indian syrup recipe with him.

Ads like these, which once appeared in countless small-town papers across America, are reminders that advertising saturation is nothing new. These ads likely appeared in this paper daily or weekly for years at a time, compelling a gullible public to buy the nostrums and make the proprietors rich. Such ads reached a few thousand readers when they were published in small newspapers like *The Rushford Star*. Today, with the click of a computer key, millions of e-mail recipients might receive an ad for a product which is equally dubious.

Submitted by Steve Ketcham

"Paper Trail" is a regular feature which showcases the wide world of bottle-related ephemera, from trade cards and post cards to letterheads and blotters. Readers are encouraged to submit items for publication. Simply scan or photograph your item (JPG please), add a short paragraph or two about the item, and include a photo of the bottle to which it relates.

E-mail your contribution to:
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s.ketcham@unique-software.com
or mail it to:
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